

## Message Text

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ACTION NEA-09

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-07 FRB-01

INR-07 NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 H-02 L-02 PA-02 PRS-01 NSC-05

SS-15 STR-04 CEA-01 /082 W  
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R 261335Z FEB 75

FM AMEMBASSY AMMAN

TO SECSTATE WASHDC 3948

INFO AMEMBASSY CAIRO

AMEMBASSY KUWAIT

AMEMBASSY TUNIS

AMEMBASSY JIDDA

UNCLAS AMMAN 1437

E.O. 11652: N/A

TAGS: EINV, JO

SUBJ: TRIANGULAR INVESTMENT MISSION TO ARAB NATIONS

1. OPIC TRIANGULAR INVESTMENT MISSION WITH REPRESENTATIVES OF 24 US FIRMS ARRIVED AMMAN LATE AFTERNOON FEBRUARY 17. GROUP FIRST MET WITH AMBASSADOR AND EMBASSY OFFICERS FOR BRIEFING ON LOCAL ECONOMY AND WERE GUESTS AT RECEPTION FOR BUSINESS AND GOVERNMENT LEADERS AT AMBASSADOR'S RESIDENCE. FOLLOWING DAY GROUP ATTENDED SESSION ON JORDANIAN ECONOMY AND DEVELOPMENT BY GOJ OFFICIALS AND LATER TOURED DEVELOPMENT SITES IN JORDAN RIVER VALLEY. CHAMBER OF INDUSTRY THAT EVENING HOSTED DINNER IN HONOR OF VISITING BUSINESSMEN.

2. FEBRUARY 19 GROUP FLEW TO AQABA WHERE THEY VISITED PORT AND PHOSPHATE STORAGE AND LOADING FACILITIES AND SITES FOR TOURIST DEVELOPMENT. THAT EVENING MISSION MEMBERS WERE GUESTS AT DINNERS HOSTED BY PROMINENT LOCAL BUSINESSMEN IN THEIR HOMES.

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3. DURING FINAL DAY IN JORDAN, OPIC MISSION ATTENDED BRIEFING

SESSION BY PRIME MINISTER ON ECONOMIC AND POLITICAL DEVELOPMENTS SINCE 1948 AND WAS RECEIVED BY KING HUSSEIN WHO WELCOMED GROUP AND PERSONALLY MET EACH MEMBER.

4. BUSINESSMEN ALSO ATTENDED BRIEFING BY MINISTER OF NATIONAL ECONOMY IN WHICH HE DISCUSSED INVESTMENT ENCOURAGEMENT AND POTENTIAL, INCLUDING RECENTLY FORMED ARAB LIVESTOCK COMPANY AND ARAB MINING COMPANY. OPIC GROUP WAS FAVORABLY IMPRESSED BY HIS BUSINESSLIKE MANNER AND SYSTEMATIC APPROACH TO IDENTIFYING AND ENCOURAGING INVESTMENT.

5. IN WRAP-UP SESSION WITH AMBASSADOR, GROUP AGREED THAT KEY TO ENCOURAGING FOREIGN INVESTMENT IN JORDAN IS TO INSURE REGIONAL MARKET FOR PRODUCTS, AS JORDANIAN MARKET IS LIMITED. U.S. BUSINESSMEN NOTED GOJ MUST ORDER ITS ECONOMIC PRIORITIES AND SET OUT AGGRESSIVELY TO ACCOMPLISH THEM. MISSION MEMBERS SUGGESTED JORDAN CONCENTRATE EFFORTS ON SMALLER U.S. FIRMS AND SHOULD STUDY METHODS USED BY STATE DEVELOPMENT AGENCIES. MALAYSIA, AND SINGAPORE TO ATTRACT OUTSIDE INVESTORS. PUBLIC RELATIONS FIRM COULD ALSO BE HIRED TO PROMOTE TOURISM AND NEW INVESTMENT IN JORDAN.

6. AMERICAN BUSINESSMEN FAVORABLY IMPRESSED BY THE QUALITY OF JORDANIAN LABOR AND BY WIDESPREAD KNOWLEDGE OF ENGLISH, BY THE CLIMATE, AND RELATIVE ABSENCE OF RED TAPE, AND BY PERSONALITY AND REPUTATION OF KING HUSSEIN. MISSION COORDINATOR BIRD OFFERED TO COLLECT MEMBER'S IDEAS AND SUGGESTIONS AND, IF GOJ IS INTERESTED, HE WILL RETURN TO JORDAN TO DISCUSS INVESTMENT PROMOTION WITH GOJ LEADERS. PICKERING

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE VISITS, INVESTMENTS  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ElyME  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 19 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <19 MAY 2003 by SilvaL0>; APPROVED <14 JAN 2004 by ElyME>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TRIANGULAR INVESTMENT MISSION TO ARAB NATIONS  
**TAGS:** EINV, BTRA, JO, US, OPIC  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006